

AURA CIRCLE



Market Analysis and Marketing Proposal

Revised August 5, 2018

By

The Blu Summit Real Estate Group at Keller Williams Realty



Introduction

Dear Al,

Enclosed please find the Market Analysis and Marketing Proposal for Aura Circle, a Single-Family development in Carlsbad. Our objective is to provide you and your Client with the Market Analysis, Pro Forma Unit-by-Unit Pricing and the Marketing Proposal.

This report and supporting documentation give an overview of the current residential real estate market conditions of San Diego and Carlsbad sub-markets. If either your Client or another Builder decides to build and sell the project, our goal will be to deliver the best value by selling Aura Circle homes for the highest market prices, in the shortest amount of time, while providing a world-class customer experience.

We realize that the quality and effectiveness of our service not only affects our Clients' bottom line, but also their reputation. I assure you that our Team and I take this responsibility very seriously and are committed to exceeding our Clients' expectations.

Thank you for giving us the opportunity to submit this Market Analysis and Marketing Proposal. Our Team looks forward to partnering with you for the success of the Aura Circle development.

Best regards,



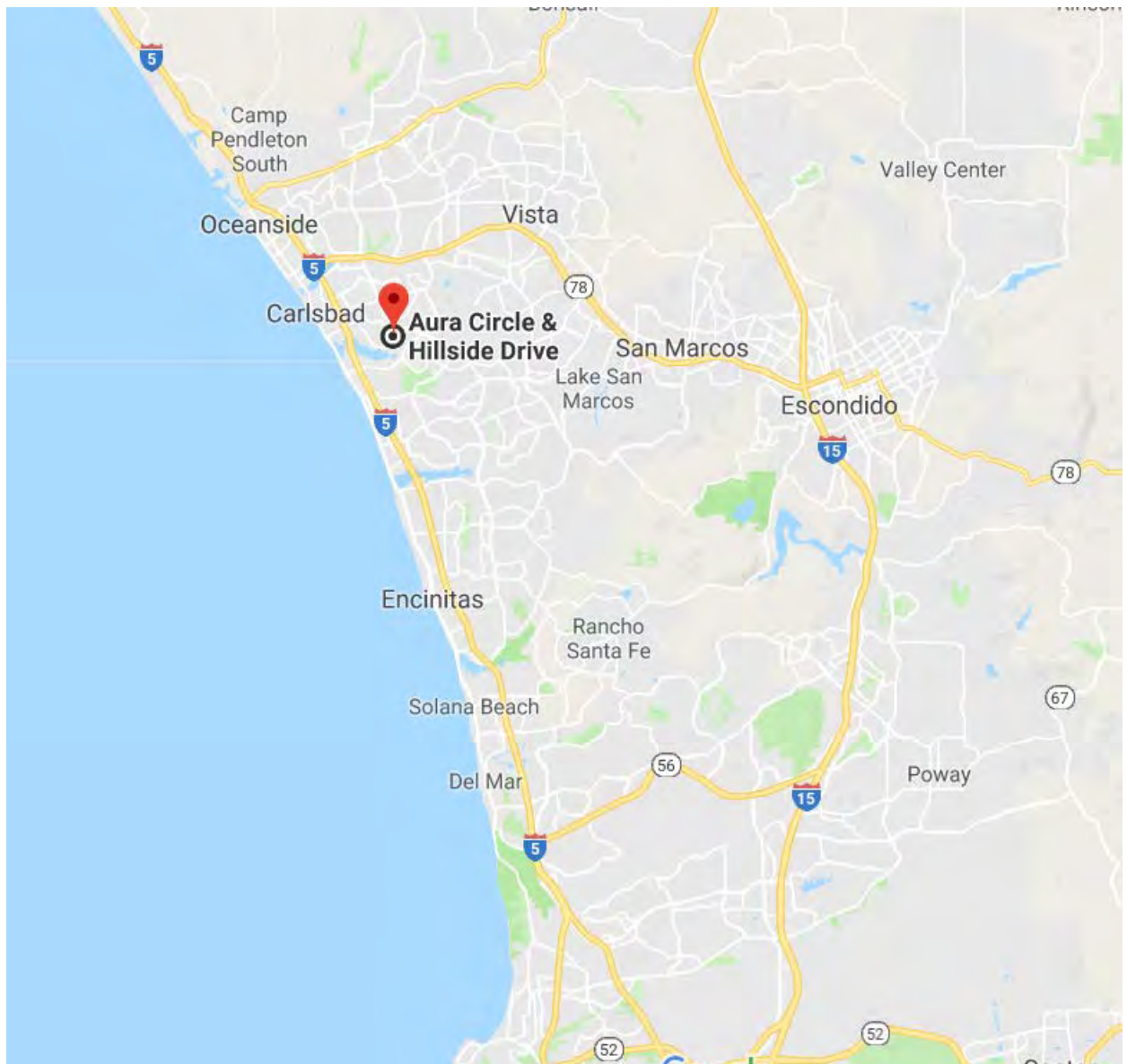
Robert W. Dudek, MSEL
President & Broker Associate
CA Real Estate BRE Lic. 01037546

Project Overview

Name:	Aura Circle
City, State:	Carlsbad, San Diego County, California
Type:	14.58 Acres Land Parcel for Single Family Community
Acquisition Date:	2018
Number of Units:	9
Building & Unit Mix:	Two One-Story Single Family Homes Seven Two-Story Single Family Homes
Unit Sizes:	3,066 to 4,090 Square Feet
Year Built:	2019
Unit Features:	TBD
Community Amenities:	TBD

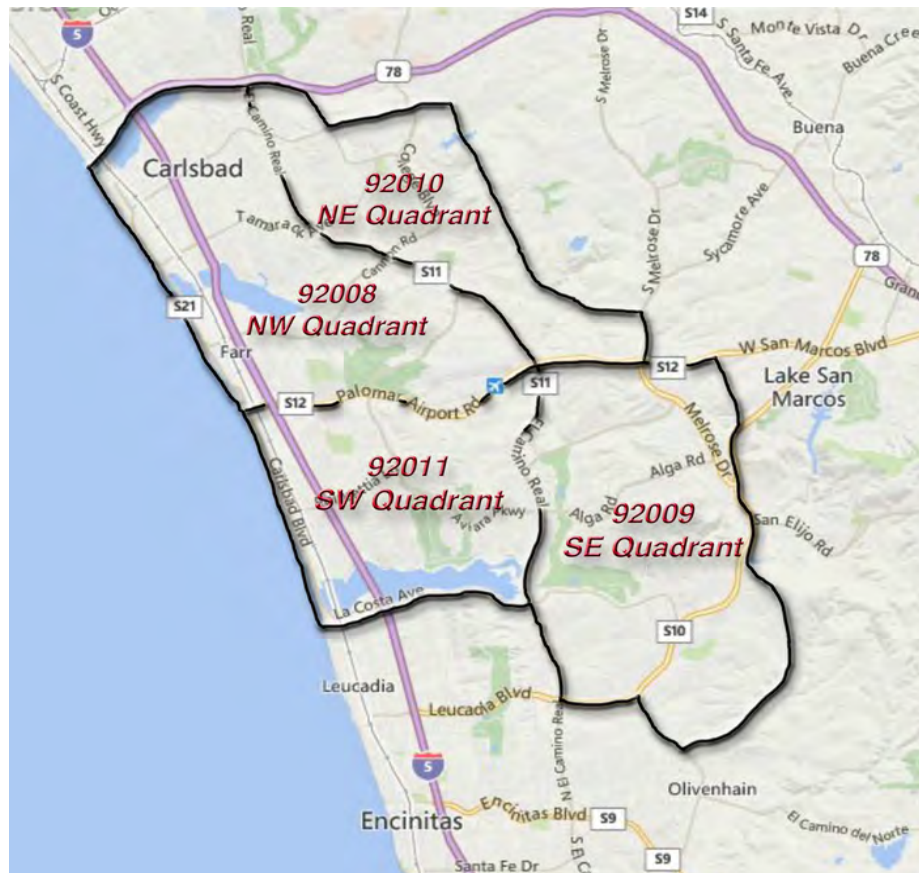
Project Location

Aura Circle project is located in Carlsbad, approximately three miles from the coast. Carlsbad is a seaside resort city occupying a 7-mile (11 km) stretch of Pacific coastline in northern San Diego County, California. The city is 87 miles (140 km) south of Los Angeles and 35 miles (56 km) north of downtown San Diego and is part of the San Diego-Carlsbad, CA Metropolitan Statistical Area.



Referred to as "The Village by the Sea" by the locals, Carlsbad is a tourist destination. The city's estimated 2014 population was 112,299. For city planning and growth management purposes, Carlsbad is divided into four distinct quadrants. The subject property is located in the North-West Quadrant (ZIP code 92008), which is west of El Camino Real and north of Palomar Airport Road. Carlsbad features several upscale master-planned and resort communities set among hillsides, golf courses, parks and permanent open spaces.

They include nearby Robertson Ranch, Bressi Ranch, Rancho La Costa, La Costa Ridge, La Costa Oaks and La Costa Greens. In 1965, La Costa gave its name to the Gold Medal Golf Resort, La Costa Resort and Spa, now known as the Omni La Costa Resort and Spa. Residents here are served by the Carlsbad Unified School District, San Marcos Unified School District and the Encinitas School District.



San Diego Real Estate Market

Housing Supply Overview

A Research Tool Provided by the Greater San Diego Association of REALTORS®

July 2018

There are beginning to be hints of more supply in several markets across the country, coupled with a slowdown in total sales. These factors could potentially slow the long-standing trend of year-over-year median sales price increases. For the 12-month period spanning August 2017 through July 2018, Pending Sales in San Diego County were down 5.7 percent overall. The price range with the largest gain in sales was the \$1,000,001 to \$1,250,000 range, where they increased 12.2 percent.

The overall Median Sales Price was up 6.8 percent to \$555,000. The property type with the largest price gain was the Condos - Townhomes segment, where prices increased 7.8 percent to \$415,000. The price range that tended to sell the quickest was the \$250,001 to \$500,000 range at 24 days; the price range that tended to sell the slowest was the \$1,250,001 and Above range at 55 days.

Market-wide, inventory levels were up 11.2 percent. The property type that gained the most inventory was the Condos - Townhomes segment, where it increased 24.8 percent. That amounts to 2.6 months supply for Single-Family Homes and 2.1 months supply for Condos - Townhomes.

Quick Facts

+ 12.2%

- 2.8%

- 4.9%

Price Range With Strongest Pending Sales:	Home Size With Strongest Pending Sales:	Property Type With Strongest Pending Sales:
\$1,000,001 to \$1,250,000	3,001 Sq Ft and Above	Condos - Townhomes

Residential real estate activity in San Diego County, comprised of single family properties, townhomes and condominiums. Percent changes are calculated using rounded figures.

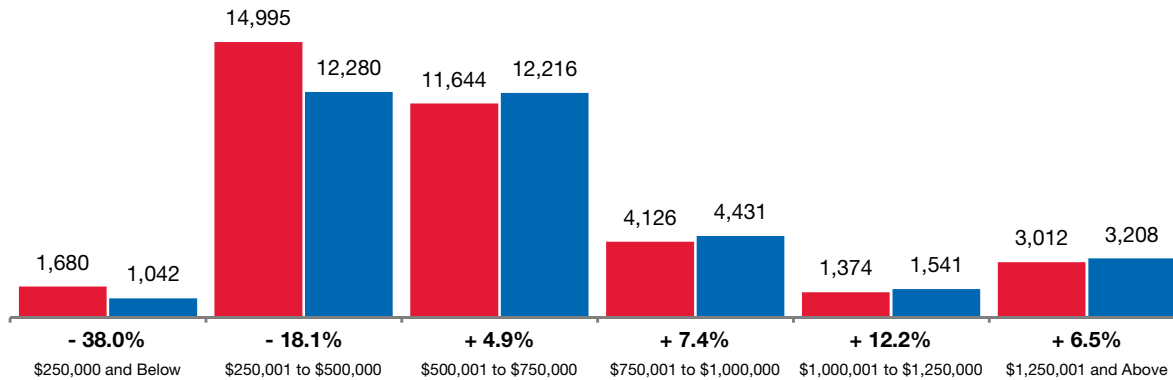
Pending Sales	2
Closed Sales	3
Median Sales Price	4
Percent of Original List Price Received	5
Days on Market Until Sale	6
Inventory of Homes for Sale	7
Months Supply of Inventory	8

Pending Sales

A count of properties on which offers have been accepted. Based on a rolling 12-month calculation.

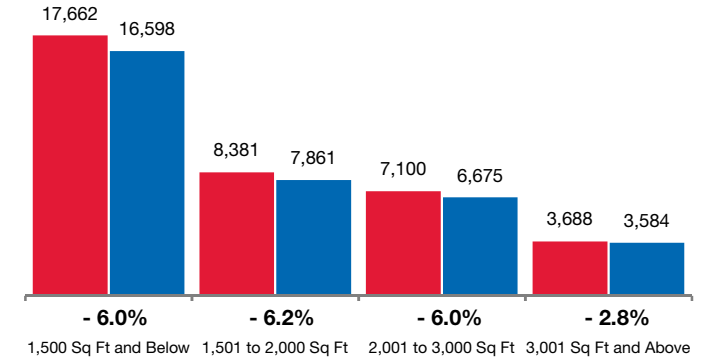
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	1,680	1,042	- 38.0%
\$250,001 to \$500,000	14,995	12,280	- 18.1%
\$500,001 to \$750,000	11,644	12,216	+ 4.9%
\$750,001 to \$1,000,000	4,126	4,431	+ 7.4%
\$1,000,001 to \$1,250,000	1,374	1,541	+ 12.2%
\$1,250,001 and Above	3,012	3,208	+ 6.5%
All Price Ranges	36,831	34,718	- 5.7%

Single-Family Homes

07-2017	07-2018	Change
180	138	- 23.3%
7,439	5,145	- 30.8%
9,398	9,605	+ 2.2%
3,536	3,788	+ 7.1%
1,172	1,321	+ 12.7%
2,593	2,823	+ 8.9%
24,318	22,820	- 6.2%

Condos - Townhomes

07-2017	07-2018	Change
1,500	904	- 39.7%
7,556	7,135	- 5.6%
2,246	2,611	+ 16.3%
590	643	+ 9.0%
202	220	+ 8.9%
419	385	- 8.1%
12,513	11,898	- 4.9%

By Square Feet

07-2017	07-2018	Change
17,662	16,598	- 6.0%
8,381	7,861	- 6.2%
7,100	6,675	- 6.0%
3,688	3,584	- 2.8%
36,831	34,718	- 5.7%

07-2017	07-2018	Change
7,531	7,018	- 6.8%
6,434	5,934	- 7.8%
6,684	6,300	- 5.7%
3,669	3,568	- 2.8%
24,318	22,820	- 6.2%

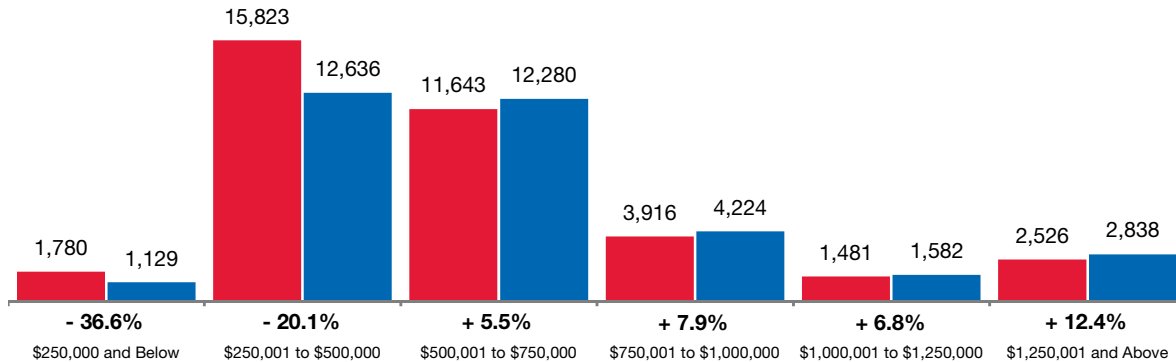
07-2017	07-2018	Change
10,131	9,580	- 5.4%
1,947	1,927	- 1.0%
416	375	- 9.9%
19	16	- 15.8%
12,513	11,898	- 4.9%

Closed Sales

A count of the actual sales that have closed in a given month. **Based on a rolling 12-month calculation.**

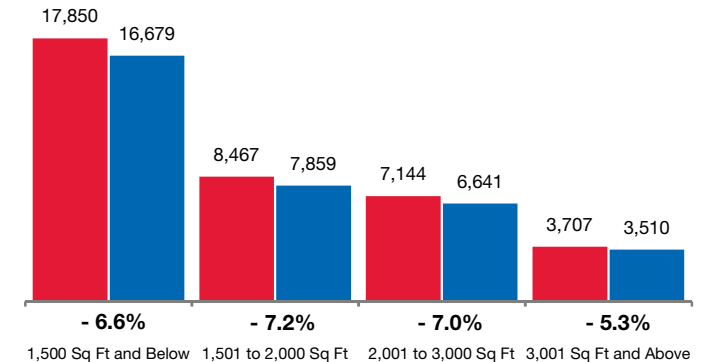
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	1,780	1,129	- 36.6%
\$250,001 to \$500,000	15,823	12,636	- 20.1%
\$500,001 to \$750,000	11,643	12,280	+ 5.5%
\$750,001 to \$1,000,000	3,916	4,224	+ 7.9%
\$1,000,001 to \$1,250,000	1,481	1,582	+ 6.8%
\$1,250,001 and Above	2,526	2,838	+ 12.4%
All Price Ranges	37,169	34,689	- 6.7%

Single-Family Homes

07-2017	07-2018	Change
180	139	- 22.8%
8,085	5,502	- 31.9%
9,390	9,666	+ 2.9%
3,354	3,585	+ 6.9%
1,275	1,396	+ 9.5%
2,218	2,503	+ 12.8%
24,502	22,791	- 7.0%

Condos - Townhomes

07-2017	07-2018	Change
1,600	990	- 38.1%
7,738	7,134	- 7.8%
2,253	2,614	+ 16.0%
562	639	+ 13.7%
206	186	- 9.7%
308	335	+ 8.8%
12,667	11,898	- 6.1%

By Square Feet

07-2017	07-2018	Change
17,850	16,679	- 6.6%
8,467	7,859	- 7.2%
7,144	6,641	- 7.0%
3,707	3,510	- 5.3%
37,169	34,689	- 6.7%

07-2017	07-2018	Change
7,575	7,078	- 6.6%
6,504	5,949	- 8.5%
6,734	6,273	- 6.8%
3,688	3,491	- 5.3%
24,502	22,791	- 7.0%

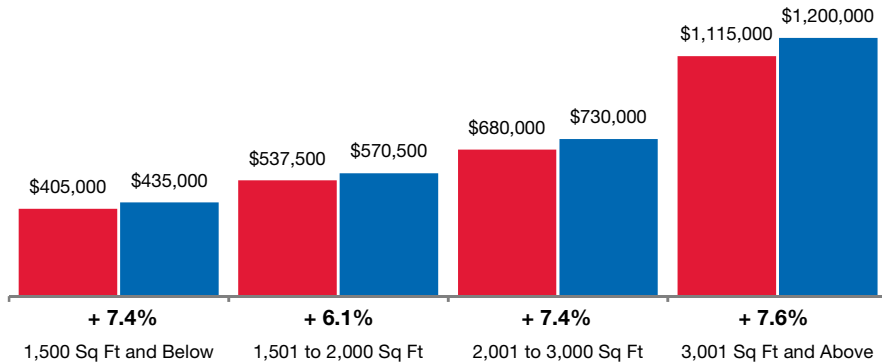


Median Sales Price

Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month. **Based on a rolling 12-month median.**

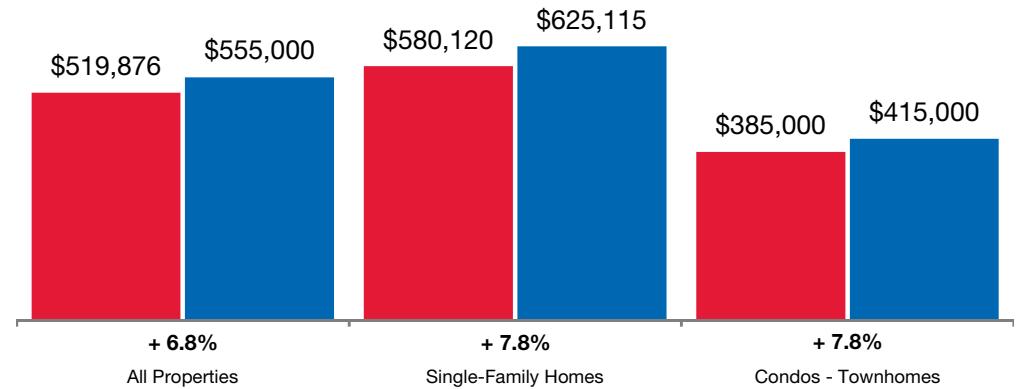
By Square Feet

■ 07-2017 ■ 07-2018



By Property Type

■ 07-2017 ■ 07-2018



All Properties			
By Square Feet	07-2017	07-2018	Change
1,500 Sq Ft and Below	\$405,000	\$435,000	+ 7.4%
1,501 to 2,000 Sq Ft	\$537,500	\$570,500	+ 6.1%
2,001 to 3,000 Sq Ft	\$680,000	\$730,000	+ 7.4%
3,001 Sq Ft and Above	\$1,115,000	\$1,200,000	+ 7.6%
All Square Footage	\$519,876	\$555,000	+ 6.8%

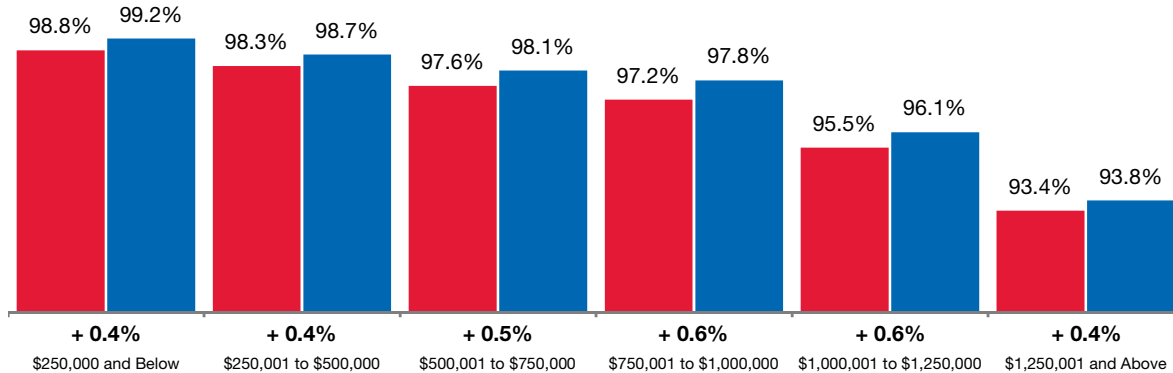
Single-Family Homes			Condos - Townhomes		
07-2017	07-2018	Change	07-2017	07-2018	Change
\$445,000	\$484,900	+ 9.0%	\$350,250	\$380,000	+ 8.5%
\$535,000	\$570,000	+ 6.5%	\$550,000	\$573,746	+ 4.3%
\$675,000	\$720,000	+ 6.7%	\$875,000	\$967,500	+ 10.6%
\$1,110,000	\$1,200,000	+ 8.1%	\$2,815,000	\$1,656,400	- 41.2%
\$580,120	\$625,115	+ 7.8%	\$385,000	\$415,000	+ 7.8%

Percent of Original List Price Received

Percentage found when dividing a property's sales price by its original list price, then taking the average for all properties sold, in a given month, not accounting for seller concessions. **Based on a rolling 12-month average.**

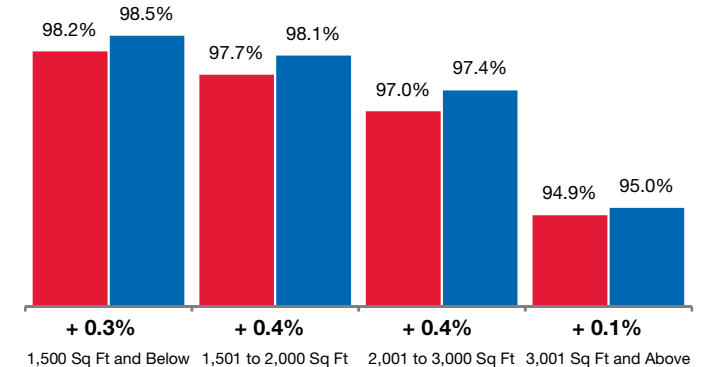
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	98.8%	99.2%	+ 0.4%
\$250,001 to \$500,000	98.3%	98.7%	+ 0.4%
\$500,001 to \$750,000	97.6%	98.1%	+ 0.5%
\$750,001 to \$1,000,000	97.2%	97.8%	+ 0.6%
\$1,000,001 to \$1,250,000	95.5%	96.1%	+ 0.6%
\$1,250,001 and Above	93.4%	93.8%	+ 0.4%
All Price Ranges	97.5%	97.8%	+ 0.3%

Single-Family Homes

07-2017	07-2018	Change	07-2017	07-2018	Change
89.7%	93.1%	+ 3.8%	97.6%	97.9%	+ 0.3%
97.5%	97.6%	+ 0.1%	98.5%	98.8%	+ 0.3%
97.9%	98.3%	+ 0.4%	98.2%	98.7%	+ 0.5%
97.4%	98.0%	+ 0.6%	97.2%	97.0%	- 0.2%
95.7%	96.5%	+ 0.8%	94.5%	95.6%	+ 1.2%
94.2%	94.6%	+ 0.4%	95.2%	95.5%	+ 0.3%
97.2%	97.5%	+ 0.3%	98.2%	98.4%	+ 0.2%

Condos - Townhomes

By Square Feet	07-2017	07-2018	Change
1,500 Sq Ft and Below	98.2%	98.5%	+ 0.3%
1,501 to 2,000 Sq Ft	97.7%	98.1%	+ 0.4%
2,001 to 3,000 Sq Ft	97.0%	97.4%	+ 0.4%
3,001 Sq Ft and Above	94.9%	95.0%	+ 0.1%
All Square Footage	97.5%	97.8%	+ 0.3%

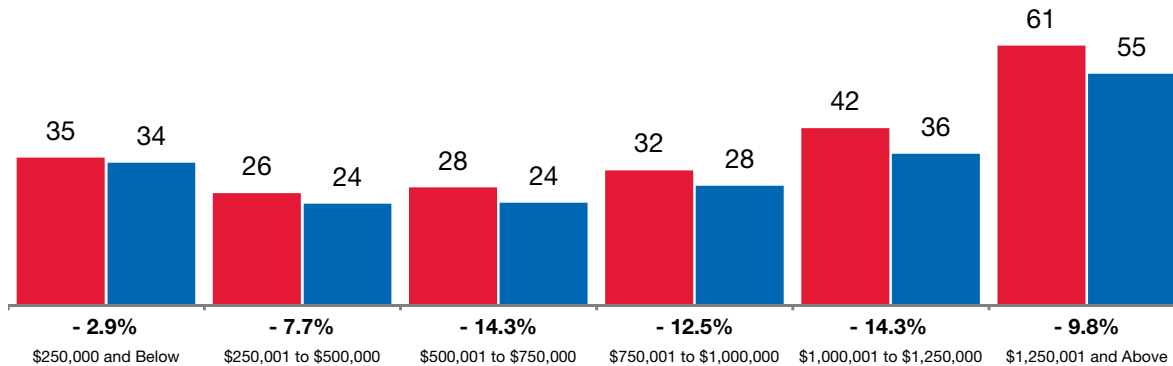
07-2017	07-2018	Change	07-2017	07-2018	Change
98.0%	98.4%	+ 0.4%	98.3%	98.6%	+ 0.3%
97.7%	98.1%	+ 0.4%	97.8%	98.0%	+ 0.2%
97.0%	97.4%	+ 0.4%	96.0%	96.7%	+ 0.7%
94.9%	95.0%	+ 0.1%	94.3%	92.8%	- 1.6%
97.2%	97.5%	+ 0.3%	98.2%	98.4%	+ 0.2%

Days on Market Until Sale

Average number of days between when a property is listed and when an offer is accepted, in a given month.
Based on a rolling 12-month average.

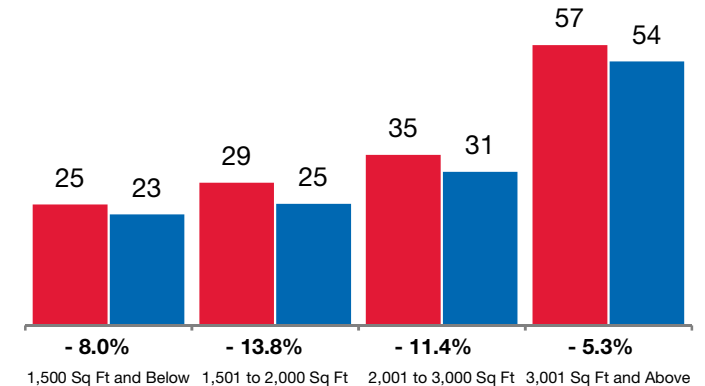
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	35	34	- 2.9%
\$250,001 to \$500,000	26	24	- 7.7%
\$500,001 to \$750,000	28	24	- 14.3%
\$750,001 to \$1,000,000	32	28	- 12.5%
\$1,000,001 to \$1,250,000	42	36	- 14.3%
\$1,250,001 and Above	61	55	- 9.8%
All Price Ranges	31	28	- 9.7%

Single-Family Homes

07-2017	07-2018	Change	07-2017	07-2018	Change
77	70	- 9.1%	30	28	- 6.7%
30	27	- 10.0%	23	21	- 8.7%
28	25	- 10.7%	26	23	- 11.5%
31	27	- 12.9%	38	35	- 7.9%
39	34	- 12.8%	56	49	- 12.5%
62	55	- 11.3%	58	49	- 15.5%
33	30	- 9.1%	26	24	- 7.7%

Condos - Townhomes

By Square Feet	07-2017	07-2018	Change
1,500 Sq Ft and Below	25	23	- 8.0%
1,501 to 2,000 Sq Ft	29	25	- 13.8%
2,001 to 3,000 Sq Ft	35	31	- 11.4%
3,001 Sq Ft and Above	57	54	- 5.3%
All Square Footage	31	28	- 9.7%

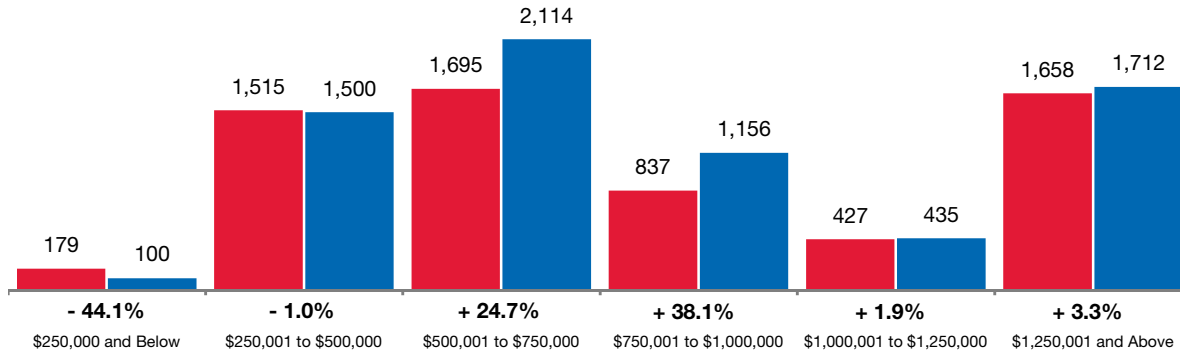
07-2017	07-2018	Change	07-2017	07-2018	Change
25	22	- 12.0%	24	23	- 4.2%
28	24	- 14.3%	32	28	- 12.5%
34	31	- 8.8%	44	41	- 6.8%
57	54	- 5.3%	58	61	+ 5.2%
33	30	- 9.1%	26	24	- 7.7%

Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.
Based on one month of activity.

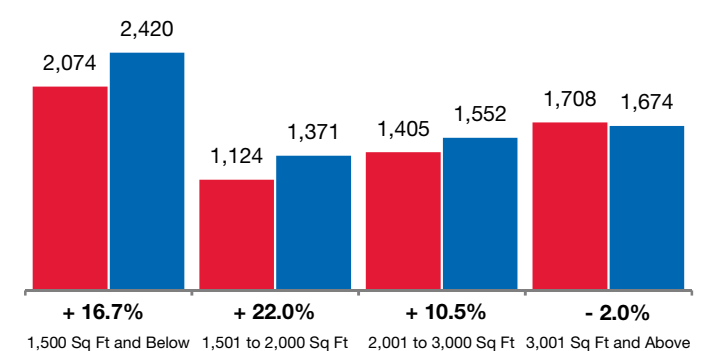
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	179	100	- 44.1%
\$250,001 to \$500,000	1,515	1,500	- 1.0%
\$500,001 to \$750,000	1,695	2,114	+ 24.7%
\$750,001 to \$1,000,000	837	1,156	+ 38.1%
\$1,000,001 to \$1,250,000	427	435	+ 1.9%
\$1,250,001 and Above	1,658	1,712	+ 3.3%
All Price Ranges	6,311	7,017	+ 11.2%

Single-Family Homes

07-2017	07-2018	Change	07-2017	07-2018	Change
37	25	- 32.4%	142	75	- 47.2%
750	568	- 24.3%	765	932	+ 21.8%
1,364	1,622	+ 18.9%	331	492	+ 48.6%
708	937	+ 32.3%	129	219	+ 69.8%
348	347	- 0.3%	79	88	+ 11.4%
1,462	1,468	+ 0.4%	196	244	+ 24.5%
4,669	4,967	+ 6.4%	1,642	2,050	+ 24.8%

Condos - Townhomes

By Square Feet	07-2017	07-2018	Change
1,500 Sq Ft and Below	2,074	2,420	+ 16.7%
1,501 to 2,000 Sq Ft	1,124	1,371	+ 22.0%
2,001 to 3,000 Sq Ft	1,405	1,552	+ 10.5%
3,001 Sq Ft and Above	1,708	1,674	- 2.0%
All Square Footage	6,311	7,017	+ 11.2%

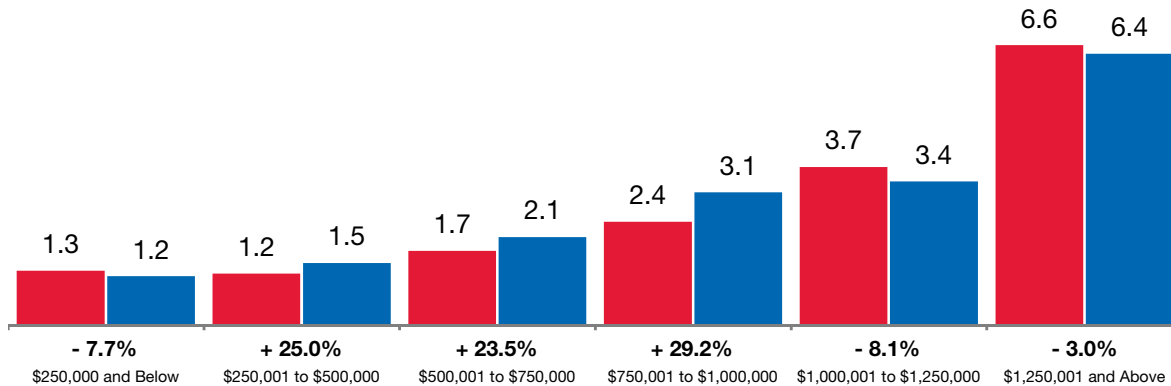
07-2017	07-2018	Change	07-2017	07-2018	Change
890	961	+ 8.0%	1,184	1,459	+ 23.2%
811	949	+ 17.0%	313	422	+ 34.8%
1,280	1,408	+ 10.0%	125	144	+ 15.2%
1,688	1,649	- 2.3%	20	25	+ 25.0%
4,669	4,967	+ 6.4%	1,642	2,050	+ 24.8%

Months Supply of Inventory

The inventory of homes for sale at the end of the most recent month, **based on one month of activity**, divided by the average monthly pending sales from the last 12 months.

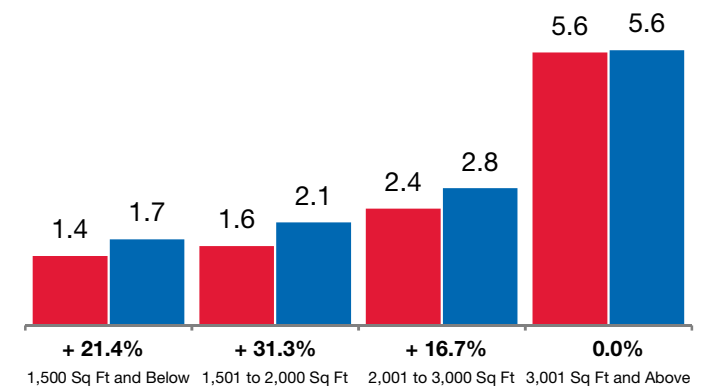
By Price Range

■ 07-2017 ■ 07-2018



By Square Feet

■ 07-2017 ■ 07-2018



All Properties

By Price Range	07-2017	07-2018	Change
\$250,000 and Below	1.3	1.2	- 7.7%
\$250,001 to \$500,000	1.2	1.5	+ 25.0%
\$500,001 to \$750,000	1.7	2.1	+ 23.5%
\$750,001 to \$1,000,000	2.4	3.1	+ 29.2%
\$1,000,001 to \$1,250,000	3.7	3.4	- 8.1%
\$1,250,001 and Above	6.6	6.4	- 3.0%
All Price Ranges	2.1	2.4	+ 14.3%

Single-Family Homes

07-2017	07-2018	Change
2.5	2.2	- 12.0%
1.2	1.3	+ 8.3%
1.7	2.0	+ 17.6%
2.4	3.0	+ 25.0%
3.6	3.2	- 11.1%
6.8	6.2	- 8.8%
2.3	2.6	+ 13.0%

Condos - Townhomes

07-2017	07-2018	Change
1.1	1.0	- 9.1%
1.2	1.6	+ 33.3%
1.8	2.3	+ 27.8%
2.6	4.1	+ 57.7%
4.7	4.8	+ 2.1%
5.6	7.6	+ 35.7%
1.6	2.1	+ 31.3%

By Square Feet

07-2017	07-2018	Change
1.4	1.7	+ 21.4%
1.6	2.1	+ 31.3%
2.4	2.8	+ 16.7%
5.6	5.6	0.0%
2.1	2.4	+ 14.3%

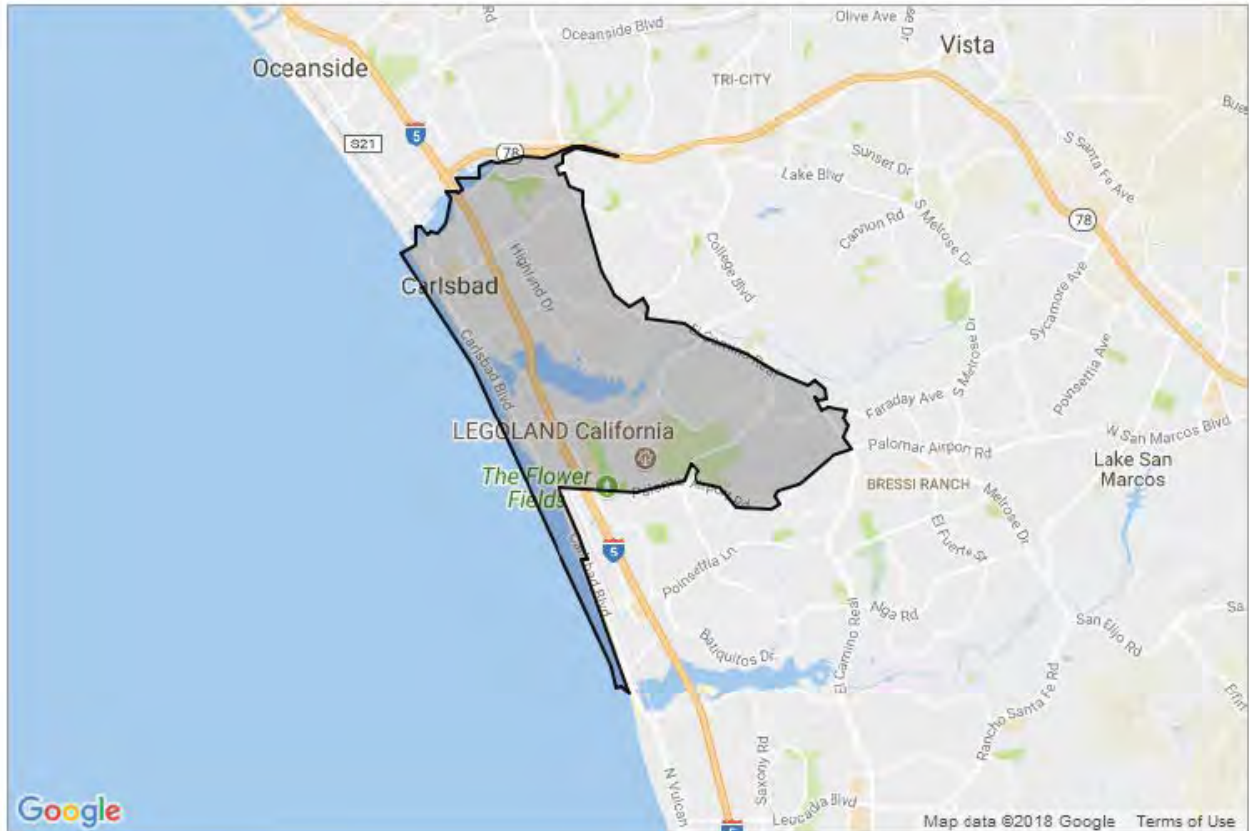
07-2017	07-2018	Change
1.4	1.6	+ 14.3%
1.5	1.9	+ 26.7%
2.3	2.7	+ 17.4%
5.5	5.5	0.0%
2.3	2.6	+ 13.0%

07-2017	07-2018	Change
1.4	1.8	+ 28.6%
1.9	2.6	+ 36.8%
3.6	4.6	+ 27.8%
10.5	14.1	+ 34.3%
1.6	2.1	+ 31.3%

Carlsbad Demographics

NEIGHBORHOOD REPORT

Carlsbad, CA 92008



Neighborhood: Housing Stats and Charts

	92008	Carlsbad	San Diego County	California	USA
Median Estimated Home Value	\$872K	\$873K	\$592K	\$551K	\$230K
Estimated Home Value 12-Month Change	+8.4%	+6.4%	+6.3%	+6.3%	-2%
Median List Price	\$1.06M	\$895K	\$639K	\$545K	\$117K
List Price 1-Month Change	-2.8%	-3.5%	+0.2%	-0.7%	-2.1%
List Price 12-Month Change	+11.1%	+2.3%	+6.7%	+9.2%	+6.9%
Median Home Age	38	28	38	45	45
Own	46%	64%	53%	54%	64%
Rent	54%	36%	47%	46%	36%
\$ Value of All Buildings for which Permits Were Issued	—	—	\$772M	\$9.12B	\$102B
% Change in Permits for All Buildings	—	—	+27%	+2%	+2%
% Change in \$ Value for All Buildings	—	—	+12%	+18%	+7%

Median Sales Price vs. Sales Volume

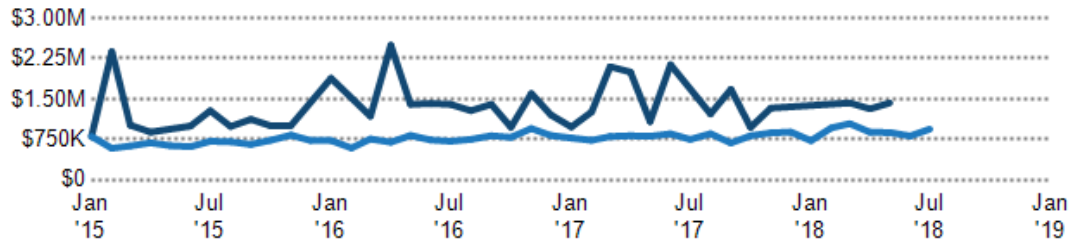
This chart compares the price trend and sales volume for homes in an area. Home prices typically follow sales volume, with a time lag, since sales activity is the driver behind price movements.

Data Source: Public records and listings data

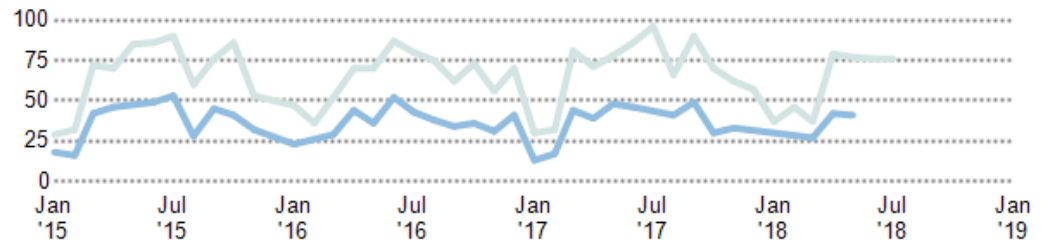
Update Frequency: Monthly

- Median Sales Price Public Records
- Median Sales Price Listings
- Sales Volume Public Records
- Sales Volume Listings

Median Sales Price



Sales Volume



Median Listing Price vs. Listing Volume

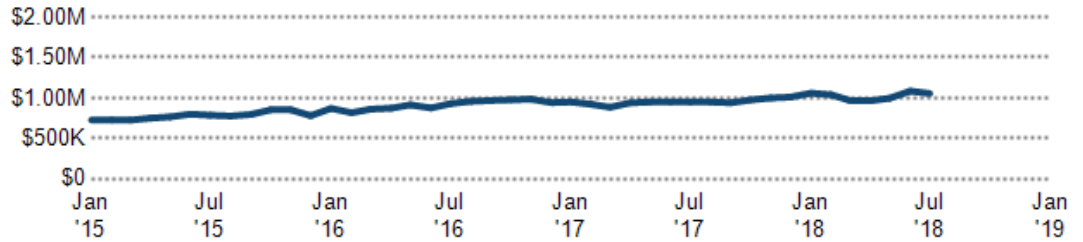
This chart compares the listing price and listing volume for homes in an area. Listing prices often follow listing volume, with a time lag, because supply can drive price movements.

Data Source: On- and off-market listings sources

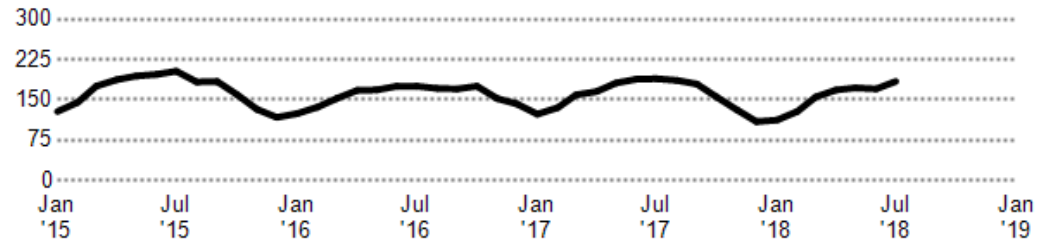
Update Frequency: Monthly

■ Median List Price
■ Listing Volume

Median List Price



Listing Volume



Price Range of Homes Sold

This chart shows the distribution of homes reported sold in the past six months within different price ranges in the area of your search. The amount shown for the subject property is sold data where available, or the property's estimated value when sales data are unavailable (such as a non-disclosure state) or provided in range format.

Data Source: Public records and MLS data where licensed

Update Frequency: Monthly

■ Sales Count By Price Range



Price per Square Foot of Homes Sold

This chart shows the distribution of homes reported sold in the past six months at different prices per square foot (living area sourced from public records).

Data Source: Public records and MLS data where licensed

Update Frequency: Monthly

■ Sales Count By Price Per Sq Ft




Size of Homes Sold

This chart shows the distribution of homes reported sold in the past six months of different sizes in the area of your search.

Data Source: Public records data

Update Frequency: Monthly

 Sales Count By Living Area



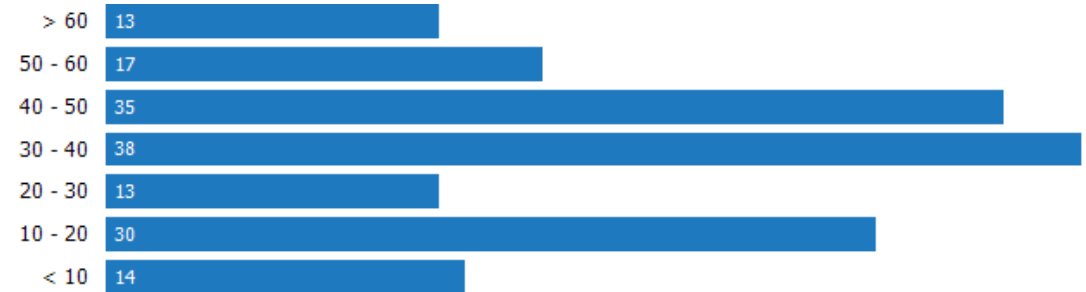
Age Range of Homes Sold

This chart shows the distribution of homes reported sold in the past six months of different age ranges in the area of your search.

Data Source: Public records and MLS data where licensed

Update Frequency: Monthly

 Sales Count by Age of House



Number of Bedrooms in Homes Sold

This chart shows the distribution of homes reported sold in the past six months, according to the number of bedrooms, in the area of your search.

Data Source: Public records data

Update Frequency: Monthly

 Sales Count by Bedroom



Neighborhood: People Stats and Charts

	92008	Carlsbad	San Diego County	California	USA
Population	28.9K	112K	3.25M	38.7M	319M
Population Density per Sq Mi	2.62K	2.97K	773	248	—
Population Change since 2010	+5.7%	+8.6%	+5.5%	+6.3%	+6.1%
Median Age	41	42	35	36	38
Male / Female Ratio	50%	49%	50%	50%	49%

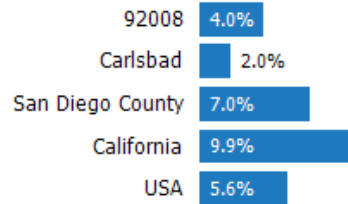
Education Levels of Population

This chart shows the educational achievement levels of adults in an area, compared with other geographies.

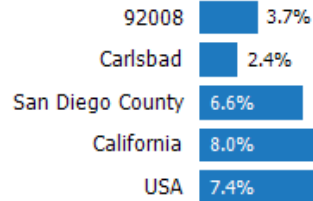
Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

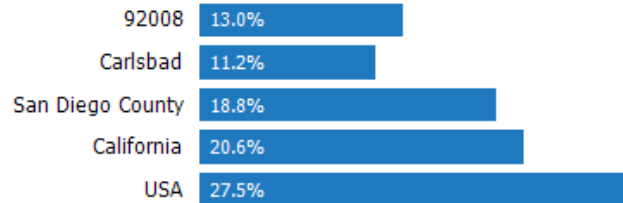
Less Than 9th Grade



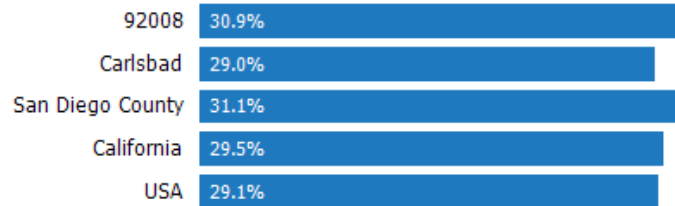
9-12th Grade/No Diploma



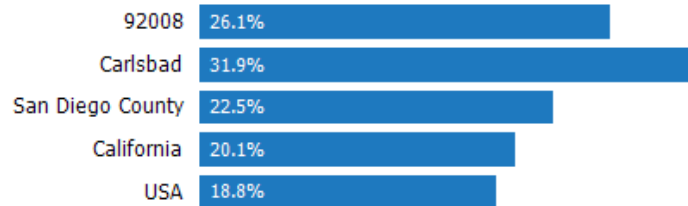
High School Graduate



Associate Degree



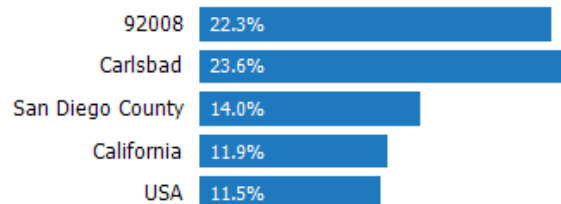
Bachelor's Degree



At Least a College Education



Grad/Professional Degree



Population of Children by Age Group

This chart shows the distribution of the population of children by age range — from birth to 17 — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ 92008



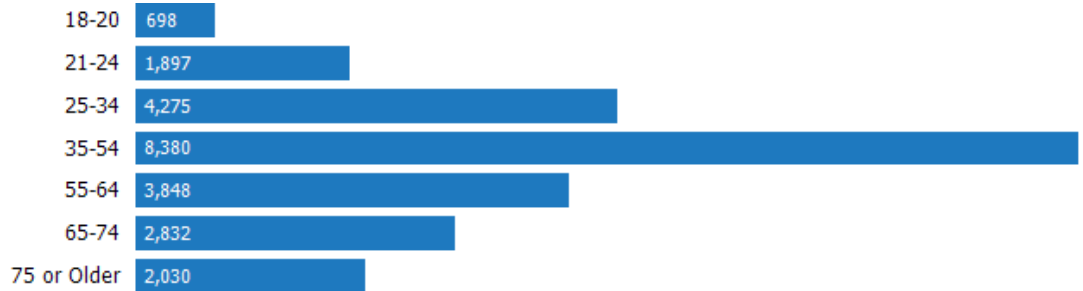
Population of Adults by Age Group

This chart shows the distribution of the population of adults by age range — from 18 to 75-plus — in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ 92008



Households With Children

This chart shows the distribution of households with children, categorized by marital status, in the area of your search.

Data Source: U.S. Census

Update Frequency: Annually

■ 92008



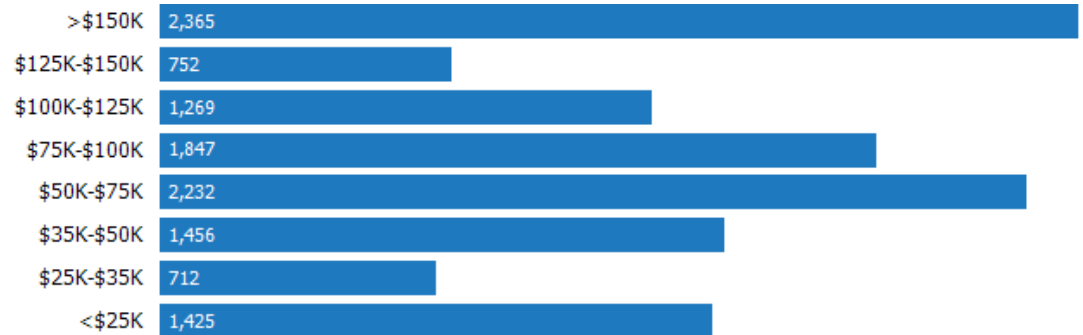
Household Income Brackets

This chart shows annual household income levels within an area.

Data Source: U.S. Census

Update Frequency: Annually

■ 92008



Presidential Voting Pattern

This chart shows how residents of a county voted in the 2016 presidential election.

Data Source: USElectionAtlas.org

Update Frequency: Quadrennially



Neighborhood: Economic Stats and Charts

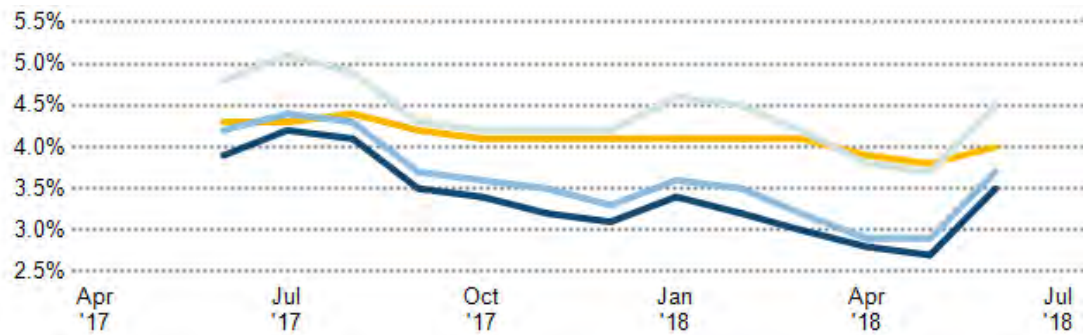
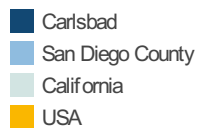
	92008	Carlsbad	San Diego County	California	USA
Income Per Capita	\$45,104	\$49,349	\$32,482	\$31,458	\$29,829
Median Household Income	\$77,761	\$97,145	\$66,529	\$63,783	\$55,322
Unemployment Rate	—	3.5%	3.7%	4.5%	4%
Unemployment Number	—	1.91K	58.4K	869K	6.56M
Employment Number	—	52.8K	1.52M	18.5M	156M
Labor Force Number	—	54.7K	1.58M	19.4M	162M

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Data Source: Bureau of Labor Statistics

Update Frequency: Monthly

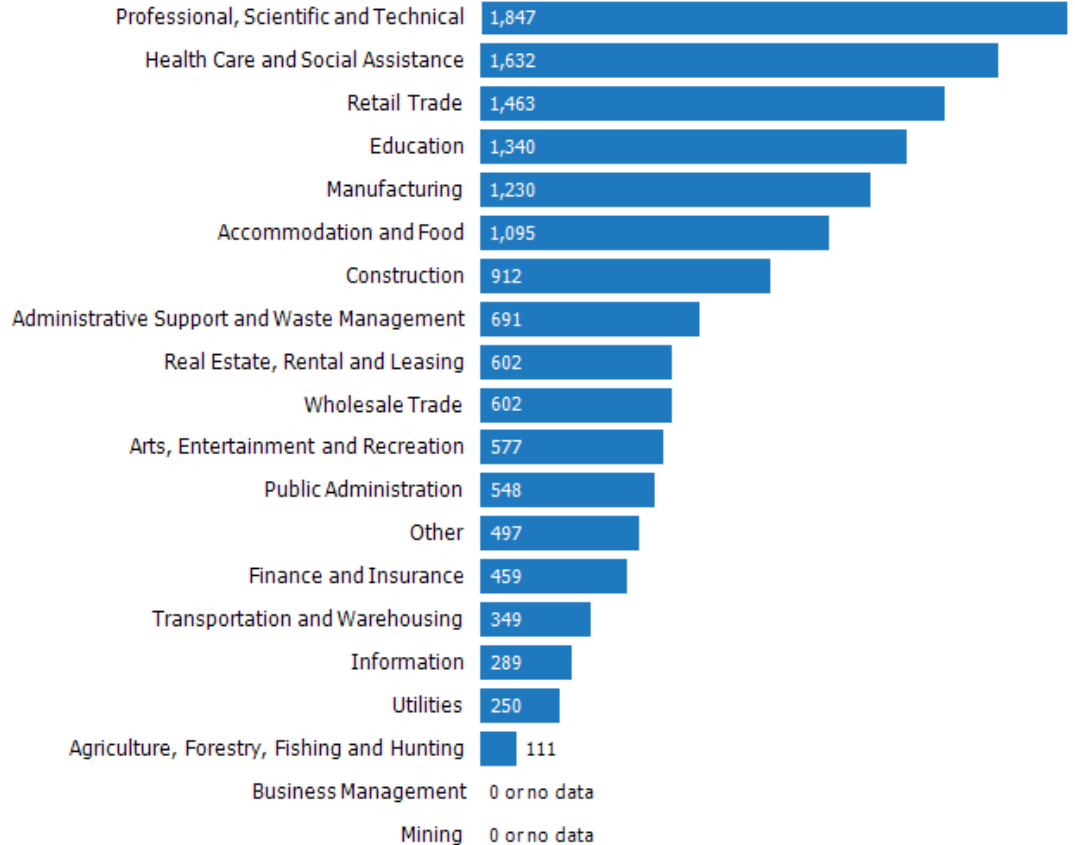


Occupational Categories

This chart shows categories of employment within an area.

Data Source: U.S. Census

Update Frequency: Annually



Neighborhood: Quality of Life Stats and Charts

Quality of Life in 92008

	92008	Carlsbad	San Diego County	California	USA
Elevation (in feet)	563	571	1,910	2,809	—
Annual Rainfall (in inches)	8.5	9.8	15.16	23.4	—
Annual Snowfall (in inches)	0	0	4.08	19.1	—
Days of Full Sun (per year)	165	165	165	159	—
Travel Time to Work (in minutes)	27	29	25	28	26
Water Quality - Health Violations	—	—	1.83	—	—
Water Quality - Monitoring and Report Violations	—	—	0	—	—
Superfund Sites	0	0	1	147	2,340
Brownfield Sites	No	No	Yes	Yes	Yes

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census

Update Frequency: Annually

■ 92008



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute.

Data Source: U.S. Census

Update Frequency: Annually



Average Monthly Temperature

This chart shows average temperatures in the area you searched.

Data Source: NOAA

Update Frequency: Annually



Walkability Scores (out of 5)

This neighborhood or ZIP code is rated for walking access to general points of interest, reflected in the overall score, plus amenities (such as retail stores) and leisure (such as restaurants and parks). Other factors considered in the scores are street types, weather, public transportation and population density.

Data Source: Maponics

Update Frequency: Quarterly

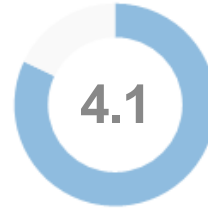
Overall Score



Amenity Score



Leisure Score



Carlsbad Real Estate Market (ZIP 92008)

Local Market Update for July 2018

A Research Tool Provided by the Greater San Diego Association of REALTORS®

92008

Carlsbad NW

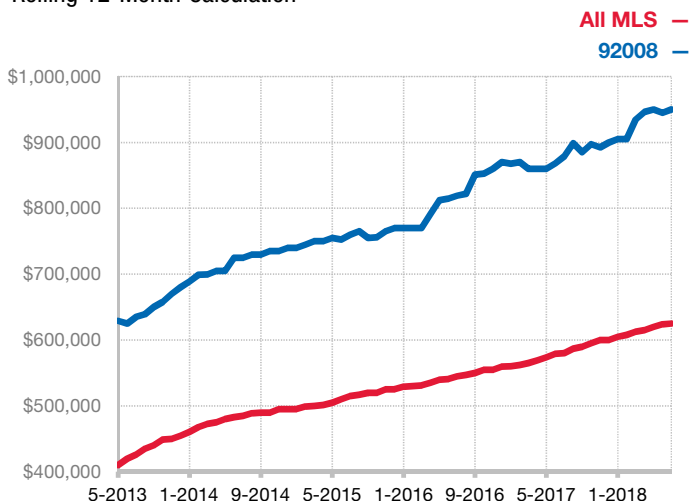
Single Family	July			Year to Date		
Key Metrics	2017	2018	Percent Change	Thru 7-2017	Thru 7-2018	Percent Change
New Listings	32	31	- 3.1%	180	221	+ 22.8%
Pending Sales	20	27	+ 35.0%	125	133	+ 6.4%
Closed Sales	18	20	+ 11.1%	114	115	+ 0.9%
Median Sales Price*	\$914,500	\$1,042,500	+ 14.0%	\$882,000	\$975,000	+ 10.5%
Percent of Original List Price Received*	97.2%	98.2%	+ 1.0%	97.2%	97.1%	- 0.1%
Days on Market Until Sale	32	34	+ 6.3%	37	35	- 5.4%
Inventory of Homes for Sale	51	55	+ 7.8%	--	--	--
Months Supply of Inventory	3.0	3.3	+ 10.0%	--	--	--

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

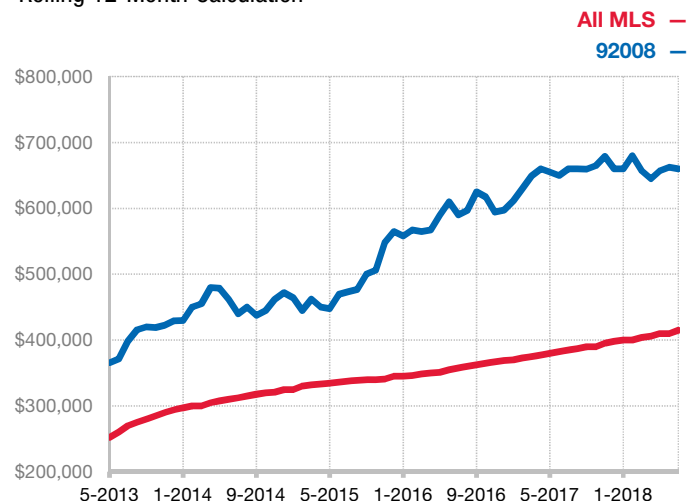
Townhouse-Condo	July			Year to Date		
Key Metrics	2017	2018	Percent Change	Thru 7-2017	Thru 7-2018	Percent Change
New Listings	16	26	+ 62.5%	135	128	- 5.2%
Pending Sales	9	11	+ 22.2%	88	72	- 18.2%
Closed Sales	19	10	- 47.4%	87	67	- 23.0%
Median Sales Price*	\$665,000	\$627,000	- 5.7%	\$660,000	\$649,000	- 1.7%
Percent of Original List Price Received*	96.9%	96.5%	- 0.4%	97.3%	97.3%	0.0%
Days on Market Until Sale	37	35	- 5.4%	35	33	- 5.7%
Inventory of Homes for Sale	35	37	+ 5.7%	--	--	--
Months Supply of Inventory	3.0	3.7	+ 23.3%	--	--	--

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Median Sales Price – Single Family Rolling 12-Month Calculation



Median Sales Price – Townhouse-Condo Rolling 12-Month Calculation



New Communities - Carlsbad

The Ridge / Robertson Ranch by Toll Brothers – Carlsbad, 92010



4718 Chase Ct, Carlsbad, CA 92010

1.2 Miles North-East of Aura Circle

Detached SFRs

One and Two-Story

2,100 – 3,000 SF

Price from: \$1,199,995

From: \$571 / SF

Website: <https://www.tollbrothers.com>

The Vistas / Robertson Ranch by Toll Brothers – Carlsbad, 92010



4718 Chase Ct, Carlsbad, CA 92010

1.2 Miles North-East of Aura Circle

Detached SFRs

One and Two-Story

3-5 Bed, 3.5-5.5 Bath

2,165 – 3,897 SF

Price: \$1,499,995 - \$1,699,995

Average: \$436 - \$692 / SF

Website: <https://www.tollbrothers.com/luxury-homes-for-sale/California/Toll-Brothers-at-Robertson-Ranch-The-Vistas>

The Terraces / Robertson Ranch by Toll Brothers – Carlsbad, 92010



4718 Chase Ct, Carlsbad, CA 92010

1.2 Miles North-East of Aura Circle

Detached SFRs

One and Two-Story

3-5 Bed, 3.5-5.5 Bath

3,000 – 4,800 SF

Price from: \$1,409,995 – 2,199,995

Average: \$458 - \$469 / SF

Website: <https://www.tollbrothers.com/luxury-homes-for-sale/California/Toll-Brothers-at-Robertson-Ranch-The-Terraces>

Lanai II by Shea Homes– Carlsbad, 92008



1228 Lanai Ct., Carlsbad, CA 92008

3.1 miles North of Aura Circle

10 Detached SFRs

Two-Story

4-5 Bed, 3.5-5.5 Bath

3,300 – 3,842 SF

Price: \$1,275,000 - \$1,508,322

Average: \$386 - \$393 / SF

Website: <http://www.sheahomes.com/community/lanaiii/>

Afton Way by Pebble Creek Companies- Carlsbad, 92008



3119 Afton Way, Carlsbad, CA 92008
2.2 miles North of Aura Circle
8 Detached SFRs
One and Two-Story
4-6 Bed, 3.5-4.5 Bath
2,934 – 3,826 SF
Price: \$1,385,990 - \$1,440,990
Average: \$376 - \$472 / SF
Website: <https://www.aftonwayhomes.com/>

The Bluffs / Robertson Ranch by Toll Brothers – Carlsbad, 92010 – **SOLD
OUT**



4730 Chase Ct., Carlsbad, CA 92010

1 mile North-East of Aura Circle

36 Detached SFRs

Two-Story

3-6 Bed, 3.5-5.5 Bath

3,282 – 4,998 SF

Price: \$1,279,995 - \$1,724,995*

Average: \$345 - \$390 / SF

Website: <https://www.tollbrothers.com/luxury-homes-for-sale/California/Toll-Brothers-at-Robertson-Ranch-The-Bluffs>

*Model Homes' prices are not listed here; they are 60-80% above the base prices

Insignia Carlsbad by City Ventures – Carlsbad, 92008 – **SOLD OUT**



1623 Frazier Ave, Carlsbad, CA 92008

2.3 miles North of Aura Circle

17 Detached Single Family Homes

One and Two-Story

3-5 Bed, 2.5-4.5 Bath

2,458 – 4,356 SF

Price: \$1,100,000 - \$1,500,000

Average: \$344 - 448 / SF

Website: <http://insigniacv.com/locations>













Comparable Re-Sales – Carlsbad (ZIP 92008)

LISTING COUNT: DAYS ON MARKET:

TOTAL	HIGH	LOW	AVG	MED
14	121	0	49	43

	HIGH	LOW	AVERAGE	MEDIAN	TOTAL PRICE
LIST PRICE:	\$2,500,000	\$1,175,000	\$1,471,004	\$1,445,495	\$20,594,060
SOLD PRICE:	\$2,400,000	\$1,540,000	\$1,970,000	\$1,970,000	\$3,940,000

PROPERTY SYSTEM GRID

Pics	MLS #	Status	Style	Full Address	Zip	Comm	MapCo	TotBo	DOML	TotB	YrBlt	EstSF	ListPrice	Price Per	Lst Date
	180027636	ACT	DET	4916 Park Court	92008	CSBW		5	76	4	2016	4,000	\$1,175,000	\$293.75	5/23/2018
	180033034	ACT	DET	4394 YUKI LANE	92008	CSBW		5	50	4	2018	3,532	\$1,195,000	\$338.34	6/14/2018
	180032764	ACT	DET	4390 YUKI LANE	92008	CSBW		5	53	4	2018	3,504	\$1,195,000	\$341.04	6/13/2018
	OC181833 04	ACT	DET	4390 Yuki Lane	92008			4	10	4	2018	3,504	\$1,195,000	\$341.04	7/29/2018
	180042866	ACT	DET	2887 Crest Drive	92008	CSBW		4	5	5	2018	3,272	\$1,354,974	\$414.11	8/2/2018
	180023919	ACT	DET	3119 Afton Way	92008	CSBW		7	94	5	2018	3,826	\$1,440,990	\$376.63	5/5/2018
	180042060	ACT	DET	1880 McCauley Lane	92008	CSBW		5	7	6	2018	3,782	\$1,508,322	\$398.82	7/31/2018
	180036889	ACT	DET	1213 Lanai Court	92008	CSBS	1106E 4	5	32	6	2016	3,782	\$1,549,000	\$409.57	7/6/2018
	180042476	ACT	DET	1228 Lanai Ct	92008	CSBW		5	6	6	2016	3,782	\$1,628,857	\$430.69	8/1/2018
	180018166	PEND	DET	3979 James	92008	CSBW		4	95	4	2018	3,549	\$1,350,000	\$380.39	4/9/2018
	180036465	PEND	DET	3975 James	92008	CSBW		6	0	5	2018	4,040	\$1,450,000	\$358.91	7/4/2018
	180016541	PEND	DET	1876 McCauley Lane	92008	CSBW		5	121	6	2018	3,782	\$1,456,917	\$385.22	4/1/2018
	180004899	SOLD	DET	1224 Lanai Court	92008	CSBE		5	31	5	2016	3,842	\$1,595,000	\$400.83	1/28/2018

CMA Summary Report

RESIDENTIAL Summary Statistics			
High	Low	Average	Median
LP:\$2,500,000	\$1,175,000	\$1,471,004	\$1,445,495
SP:\$2,400,000	\$1,540,000	\$1,970,000	\$1,970,000

RESIDENTIAL - Active

Number of Properties: 9

Num	MLS #	Status	Style	FilAdd	ZipArea	YrBlt	Beds	TotB	LotSFapx	EstSF	DOM	LP	PrcSqft
1	180027636	ACT	DET	4916 Park Court	CARLSBAD (92008)	2016	4	4	19,000	4,000	76	\$1,175,000	\$293.75
2	180033034	ACT	DET	4394 YUKI LANE	CARLSBAD (92008)	2018	4	4		3,532	54	\$1,195,000	\$338.34
3	180032764	ACT	DET	4390 YUKI LANE	CARLSBAD (92008)	2018	4	4		3,504	55	\$1,195,000	\$341.04
4	OC18183304	ACT	DET	4390 Yuki Lane	CARLSBAD (92008)	2018	4	4	15,663	3,504	9	\$1,195,000	\$341.04
5	180042866	ACT	DET	2887 Crest Drive	CARLSBAD (92008)	2018	4	5	10,236	3,272	5	\$1,354,974	\$414.11
6	180023919	ACT	DET	3119 Afton Way	CARLSBAD (92008)	2018	5	5	11,102	3,826	94	\$1,440,990	\$376.63
7	180042060	ACT	DET	1880 McCauley Lane	CARLSBAD (92008)	2018	5	6		3,782	7	\$1,508,322	\$398.82
8	180036889	ACT	DET	1213 Lanai Court	CARLSBAD (92008)	2016	5	6		3,782	32	\$1,549,000	\$409.57
9	180042476	ACT	DET	1228 Lanai Ct	CARLSBAD (92008)	2016	5	6	13,626	3,782	6	\$1,628,857	\$430.69
Avg						2017	4	4	13925	3664	37	\$1,360,238	\$371.55
Min						2016	4	4	10236	3272	5	\$1,175,000	\$293.75
Max						2018	5	6	19000	4000	94	\$1,628,857	\$430.69
Med						2018	4	5	13626	3782	32	\$1,354,974	\$376.63

RESIDENTIAL - Pending

Number of Properties: 3

Num	MLS #	Status	Style	FilAdd	ZipArea	Beds	TotB	PDate	LotSFapx	EstSF	DOM	LP	PrcSqft
1	180018166	PEND	DET	3979 James	CARLSBAD (92008)	4	4	7/13/2018		3,549	95	\$1,350,000	\$380.39
2	180036465	PEND	DET	3975 James	CARLSBAD (92008)	5	5	7/4/2018		4,040	0	\$1,450,000	\$358.91
3	180016541	PEND	DET	1876 McCauley Lane	CARLSBAD (92008)	5	6	7/31/2018	9,958	3,782	121	\$1,456,917	\$385.22
Avg						4	5		9958	3790	72	\$1,418,972	\$374.84

Information Provided Courtesy Of:

Robert W Dudek
DRE Lic#: CA 01037546
619-280-1400

Blu Summit Real Estate Group - Office: 888-994-4258

Information is not guaranteed.

Search Criteria:

Area (Minor)=92008 AND Class=RE
AND Off Market
Date=01/01/2018-06/06/2079 AND
EstSF=3000-4500 AND
YrBlt>=2016 AND Map=Polygon
AND Status=ACT,BOMPENDSOLD
AND Type=DET

08/07/2018 06:10 PM

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Min						4	4		9958	3549	0	\$1,350,000	\$358.91
Max						5	6		9958	4040	121	\$1,456,917	\$385.22
Med						5	5		9958	3782	95	\$1,450,000	\$380.39

RESIDENTIAL - Sold

Number of Properties: 2

Num	MLS #	Status	Style	FIIAdd	ZipArea	YrBlIt	Beds	TotB	COEDate	LotSF	Apx EstSF	DOM	LP	PrcSqft	SP	PrcSqft
1	180004899	SOLD	DET	1224 Lanai Court	CARLSBAD (92008)	2016	5	5	4/4/2018	10,190	3,842	31	\$1,595,000	\$415.15	\$1,540,000	\$400.83
2	170057934	SOLD	DET	4015 Sunnyhill Dr	CARLSBAD (92008)	2017	5	7	4/30/2018	14,688	4,300	105	\$2,500,000	\$581.40	\$2,400,000	\$558.14
Avg						2016	5	6		12439	4071	68	\$2,047,500	\$498.28	\$1,970,000	\$479.49

Conclusion and Recommendations

As of end of July, the inventory of available homes for sale in San Diego County was around 5,000 units, with 2.6 months supply for Detached Homes and approximately 2,100 units or 2.1 months supply for Attached Condos and Townhomes. The combined inventory of properties for sale had increased by 11.2 percent in the past 12 months and the number of closed sales has decreased by 6.7 percent.

At the same time, the median sales prices continue to escalate. All of these factors indicate a seller market and higher property values in 2018 and 2019. San Diego overall median home price for all properties is \$555,000 and Detached Homes \$625,115, which is a year-over-year increase of 7.8 percent. For Attached Condos and Townhomes the median price is \$415,000 with the same year-over-year increase of 7.8 percent. We project the home values in San Diego to increase on average between 4 to 6 percent per annum in 2018.

Aura Circle is located in the North-West part of Carlsbad, which is an upscale neighborhood in San Diego's North County. Carlsbad, similarly to the rest of the San Diego County, has been experiencing increasing median sales prices and low inventory. The median price of resale Detached properties in subject property's zip code has increased by 14 percent year-over-year from \$914,500 to \$1,042,500.

The closest active new construction development to subject property is Robertson Ranch by Toll Brothers. It is a master-planned community of 308 Single Family Homes, located approximately one mile north-east of Aura Circle. Robertson Ranch offers resort-style amenities such as recreational center with pools and spa and five private parks.

The homes at Robertson Ranch range in size from 2,165 to 4,998 square feet and they are priced from \$436 to \$692 per square foot. It is remarkable that their models homes command 60 to 80 percent premiums over base prices. The community is very well received by buyers and the sales are robust.

Lanai II is an upcoming new community by Shea Homes located approximately 3.1 miles north of Aura Circle. Lanai's product mix is very similar to Aura's, with 10 Detached Single Family Homes, ranging from 3,300 to 3,842 square feet. Listed prices are \$1,275,000 to \$1,500,000 or \$386 to \$392 per square foot. Afton Way is another small project for sale consisting of eight SFRs in the \$1,385,990 to \$1,440,990 or \$376 to \$472 range.

The closest comparable new community recently sold out is The Bluffs at Robertson Ranch which sold for \$1,279,995 to \$1,724,995 or \$345 to \$390 per square foot. Insignia Carlsbad by City Ventures sold out in 2017. That community consisted of 17 Detached Single Family Homes and it is located approximately 2.3 mile north of Aura Circle. Insignia's homes ranged in size from 2,458 to 4,356 square feet and sold for \$1,100,000 to \$1,500,000 or \$344 to \$448 per square foot.

The price points of newer (2016-2017) Detached Single Family Homes similar to Aura Circle product range from \$293 to \$430 per square foot and the average sold price is \$479. There are nine currently listed properties for sale with asking prices ranging from \$1,175,000 to \$1,628,857. It is reasonable to expect that new construction properties would command 5 to 10 percent price premium over comparable re-sales.

Aura Circle's nine Detached Single Family Homes range in size from 3,066 to 4,090 square feet, which is an attractive product mix for the general area the community is located in. The project could be branded as a small, intimate and moderately luxurious "boutique" enclave of homes, built on good size 8,000 to 11,000 square foot lots, surrounded by 12 acres of open space. Although the project will lack amenities, potential Buyers could appreciate its proximity to local amenities such as parks, golf courses, recreational centers, and the Pacific Ocean.

These new homes will be ideal for upper middle class Buyers who work in the nearby business clusters of Carlsbad and North County, families who would enjoy the high quality and proximity of local schools (e.g. Kelly Elementary School). Inevitably the single-level homes (Plan 1) will be very popular with the older demographics such as empty nesters.

Based on the current residential real estate market conditions as well as the project's location, the recommended initial price points as of today for Aura Circle homes are \$352 to \$414 per square foot. Based on the project's total living area, this would translate into retail market value of \$11,939,100 to \$12,639,100. This pricing does not include any premiums for units with larger lots, better views or special upgrades.

The estimated average absorption rate will be 16.7 percent or 1.5 sold units per month. It will take approximately six (6) months to sell out the project after it is completed. The absorption rate can be accelerated or decelerated with pre-completion marketing and more or less aggressive pricing and incentives.

The pricing strategy should be re-evaluated closer to the first release as some market conditions, such as interest rates, competing projects and new tax laws may affect buyer demand. However, given the limited supply of both existing and new detached homes for sale, low interest rates and strong economy, the overall outlook for Carlsbad and San Diego housing markets is bullish.

Site Plan and Unit-by-Unit Pricing

AURA CIRCLE - CARLSBAD, CA

SITE PLAN



Source: Lee & Associates Sales Brochure

AURA CIRCLE

UNIT BY UNIT PRICING

BUILDING

Lot	Bed	Bath	SF	Plan / Attributes	Price / SF	Price	
1	5	4.5	3,980	Plan 3 / Garage 656 SF	\$352 - \$372	\$1,399,900 - \$1,479,900	
2	5	4.5	3,672	Plan 2 / Garage 784 SF	\$354 - \$376	\$1,299,900 - \$1,379,900	
3	5	4.5	3,980	Plan 3 / Garage 656 SF	\$352 - \$372	\$1,399,900 - \$1,479,900	
4	5	3.5	3,066	Plan 1 / Garage 707 SF	\$391 - \$414	\$1,199,900 - \$1,269,900	
5	5	3.5	3,066	Plan 1 / Garage 707 SF	\$391 - \$414	\$1,199,900 - \$1,269,900	
6	5	4.5	3,672	Plan 2 / Garage 784 SF	\$354 - \$376	\$1,299,900 - \$1,379,900	
7	5	4.5	4,090	Plan 3X / Garage 656 SF	\$352 - \$372	\$1,439,900 - \$1,519,900	
8	5	4.5	3,672	Plan 2 / Garage 784 SF	\$354 - \$376	\$1,299,900 - \$1,379,900	
9	5	4.5	3,980	Plan 3 / Garage 656 SF	\$352 - \$372	\$1,399,900 - \$1,479,900	

PROJECT TOTAL

\$11,939,100 - \$12,639,100

COMMENTS: It is recommended that Aura Circle homes are released incrementally in 3-4 releases. This will allow pricing adjustments based on the actual buyer demand. Price points of each release will be reviewed and adjusted according to buyer demand

Complete Turn-Key New Home Development Sales and Marketing Solution from the Blu Summit Real Estate Group

- **Professional Full Service Representation**
- **Trained, Professional, and Dedicated Sales Team including:**
 - Team Leader / Project Sales Director
 - Lead New Home Sales Consultant
 - New Home Sales Consultant
 - Transaction Coordinator
- **KW Market Center Support:**
 - Corporate Broker
 - Operating Principal
 - Team Leader / Market Center CEO
 - Market Center Administrator
 - Compliance Officer
 - Customer Service Representative
- **Project Pre-Launching Services:**
 - Assistance with selecting Preferred Service Providers
 - Compliance Review (BRE-approved contracts provided by Developer)
 - Assistance with obtaining BRE-issued Public Report
 - Assistance with selecting Design Center, Upgrades and Features
 - Project Analysis and Timelines (jointly with Developer)
 - Market Research and Pricing Strategy (jointly with Developer)
 - Establishing Project Procedures, including Customer Satisfaction Matrix (jointly with Developer, preferred lender, escrow, title)
 - Sales infrastructure:
 - Customer Relations Management (CRM):

- Salesforce for lead and sales management
 - DotLoop for transaction processing and document management
- URL for the website
- Design custom project website
- Dedicated phone system with instant lead capture (phone-to-text)
- Sales Team Training (on- and off-site)
- Development and implementation of project Marketing Plan including:
 - Brand Identity (jointly with Developer)
 - Project Image (what's this Development's story?)
 - Branding (logos, etc.)
 - Developing Marketing Message
 - Defining Target Market
 - Signage:
 - Monument Signage
 - Sales Office
 - Models
 - Attention Flags
 - Renderings
 - 3D Virtual Community
 - 3D Models
 - Professional photography and videography
 - Design and print all marketing collateral:
 - Brochures
 - Short
 - Full
 - eBrochure
 - Postcards
 - Flyers
 - Registration cards, etc.
 - Print Advertisements

- Offline marketing
- PR campaign:
 - Press Releases
 - Media Relations
 - Publicity
- Online marketing:
 - Dedicated custom project website
 - Mobile Website
 - Mobile Marketing on Demand (text-to-web)
 - QR - Quick Response Code (scan-to-web)
 - Aerial:
 - Photography
 - Video
 - 3D Renderings
 - Mapping
 - Virtual Tour
 - Interactive Floor Plans
 - Project video commercial (HD)
 - Property Blog
 - Social media syndication:
 - Facebook
 - LinkedIn
 - Twitter
 - Pinterest
 - Tumblr
 - Instagram
 - Broadcast to over 300 real estate search sites and portals including:
 - KW.com
 - Realtor.com

- Zillow.com
- Trulia.com
- Homes.com
- ListHUB
- Cyber Homes
- Listing Book
- eLookyLoo.com
- tbsreg.com
- Ziprealty.com
- Redfin.com
- Search Engine Optimization:
 - Google
 - Yahoo
 - Bing
 - Youtube
- Featured Property Status on the Blu Summit Real Estate Group's website
- Featured Property Status on Keller Williams Realty Worldwide website
- Email Blast marketing to over 20,000 local real estate agents in the San Diego County
- Email Blast marketing to over 75,000 real estate agents in L.A. and Orange Counties
- Featured Listing in the Blu Summit Newsletter
- 24/7 Property Hotline for Buyers with free recorded information (with call capture feature)
- MLS listings
- KW MLS - Syndicated with over 900 KW Offices Worldwide and 180,000 real estate associates
- Special Promotional Events:
 - Grand Opening – Model(s)

- Grand Opening – Project Completion
 - KW Broker Open House
 - Broker Open House
 - VIP Open Houses
 - Targeted Community Events
 - Offline marketing
 - Preparation of Model Unit(s) (jointly with Developer)
 - Compiling Buyer VIP Interest List
- **Project Launch and Sales:**
 - Development and Implementation of Project Sales Procedures
 - Status reports (all parties)
 - Staffing Sales Office
 - Implementation of the Marketing Plan
 - Responding to Buyer inquiries
 - Responding to Co-op Broker inquiries
 - Buyer registration
 - Interest List marketing and follow up
 - Showing model units to prospective Buyers
 - Assisting Co-op Brokers / Agents with showing model units to their Buyers
 - Pre-qualifying Buyers (jointly with project's Preferred Lender)
 - Assisting Buyers with choosing options and upgrades
 - Purchase negotiations
 - Writing and presenting purchase contracts
 - Coordinating:

- Upgrades and Production
 - Appraisals
 - Property Inspections
 - Walkthroughs
- Monitoring contingencies
- **Closing and Post-Closing:**
 - Coordinating Closing
 - Post-closing follow up
 - Customer Satisfaction Surveys
 - Post-mortem Review
 - Document storage – delivery of archived transactions